



ARMA Calgary Chapter is an official chapter of ARMA International, a not-for-profit professional association and authority on managing records and information

ARMA Calgary Chapter PR and Marketing Director Annual Report July 1 2010 – June 30 2011

Activities Completed:

- Sat on the Board for the Western Conference held in Kelowna BC.
- Collected support from Vendors for the Western Conference bringing in a net profit of \$14,500.00 for the 3 western chapters to share.
- Attended and oversaw all the needs of the vendors at the Kelowna Conference.
- Arranged to have door prizes and speaker gifts at ARMA functions for the year.
- Setup budget for this years marketing department.
- Took part in most Board Meetings.
- Set in place a new Proposal for sponsorships of luncheons, seminars etc.
- Networked with various vendors to become familiar with them.
- Arranged for sponsors for our upcoming seminar in April as well as several Combined Luncheons.
- Main Strategic Plan was to Promote ARMA in the Community by getting involved in Volunteer work.
- Organized ARMA Calgary Chapter to participate in an “Adopt a Family” for Christmas this year which was a huge success.
- Purchased and collected gifts and transported them to the NEAAFS society for “Adopt a Family”.





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Activities Planned:

- My term is up this year so I plan on coaching and mentoring the new PR & Marketing Director as much as needed to ensure success for their new position.

Respectfully submitted by Miara Vinkle



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